Total U.S. Shipments - Monthly
Database as of Sep 1998

Tot United States

| | Volume Shipped Shr (Tot Industry) Sep 1997 3mm | Volume Shipped Shr (Tot Industry) Sep 1998 3mm | shr diff | Volume Shipped Share (shr prem) Sep 1997 3mm | Volume Shipped Share (shr prem) Sep 1998 3mm | shr diff | Volume Shipped Share (shr disc) Sep 1997 3mm | Volume Shipped Share (shr disc) Sep 1998 3mm | shr diff | Volume Shipped Tot Sep 1997 3mm | Volume Shipped Tot Sep 1998 3mm | % chg |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Philip Morris | 48.88 | 50.00 | 1.11 | 66.87 | 67.62 | 0.75 | 181.72 | 191.87 | 10.15 | 62,818 | 61,255 | -2.5% |
| Tot Marlboro | 34.52 | 36.28 | 1.76 | 47.23 | 49.07 | 1.84 | 128.35 | 139.23 | 10.89 | 44,367 | 44,451 | 0.2% |
| Tot Marlboro Ult | 0.29 | 2.56 | 2.27 | 0.40 | 3.47 | 3.07 | 1.08 | 9.84 | 8.76 | 372 | 3,141 | 744.5% |
| PM Prem w/o Mrl | 7.72 | 7.33 | -0.39 | 10.56 | 9.91 | -0.65 | 28.69 | 28.12 | -0.58 | 9,919 | 8,977 | -9.5% |
| PM Prem | 42.24 | 43.61 | 1.37 | 57.79 | 58.98 | 1.19 | 157.04 | 167.35 | 10.31 | 54,285 | 53,428 | -1.6% |
| PM Dsct Cat | 6.64 | 6.39 | -0.25 | 9.08 | 8.64 | -0.44 | 24.68 | 24.52 | -0.17 | 8,533 | 7,828 | -8.3% |
| Tot Basic | 4.77 | 4.87 | 0.11 | 6.52 | 6.59 | 0.07 | 17.72 | 18.69 | 0.98 | 6,124 | 5,968 | -2.5% |
| Tot Industry | 100.00 | 100.00 | 0.00 | 136.80 | 135.24 | -1.56 | 371.75 | 383.76 | 12.01 | 128,508 | 122,518 | -4.7% |

| | Volume Shipped Shr (Tot Industry) Sep 1997 ytd Sep 1997 | Volume Shipped Shr (Tot Industry) Sep 1998 ytd Sep 1998 | shr diff | Volume Shipped Share (shr prem) Sep 1997 ytd Sep 1997 | Volume Shipped Share (shr prem) Sep 1998 ytd Sep 1998 | shr diff | Volume Shipped Share (shr disc) Sep 1997 ytd Sep 1997 | Volume Shipped Share (shr disc) Sep 1998 ytd Sep 1998 | shr diff | Volume Shipped Tot Sep 1997 ytd Sep 1997 | Volume Shipped Tot Sep 1998 ytd Sep 1998 | % chg |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Philip Morris | 48.85 | 49.59 | 0.74 | 67.47 | 67.68 | 0.21 | 176.97 | 185.51 | 8.54 | 176,996 | 173,035 | -2.2% |
| Tot Marlboro | 34.14 | 35.56 | 1.42 | 47.15 | 48.53 | 1.38 | 123.67 | 133.01 | 9.34 | 123,690 | 124,072 | 0.3% |
| Tot Marlboro Ult | 0.27 | 2.53 | 2.26 | 0.37 | 3.45 | 3.08 | 0.98 | 9.46 | 8.49 | 977 | 8,829 | 803.7% |
| PM Prem w/o Mrl | 7.70 | 7.42 | -0.28 | 10.64 | 10.13 | -0.51 | 27.90 | 27.76 | -0.14 | 27,900 | 25,891 | -7.2% |
| PM Prem | 41.84 | 42.98 | 1.14 | 57.78 | 58.66 | 0.87 | 151.57 | 160.77 | 9.21 | 151,589 | 149,963 | -1.1% |
| PM Dsct Cat | 7.01 | 6.61 | -0.40 | 9.69 | 9.02 | -0.66 | 25.40 | 24.73 | -0.67 | 25,407 | 23,072 | -9.2% |
| Tot Basic | 4.86 | 5.00 | 0.14 | 6.72 | 6.82 | 0.11 | 17.62 | 18.70 | 1.08 | 17,624 | 17,445 | -1.0% |
| Tot Industry | 100.00 | 100.00 | 0.00 | 138.13 | 136.49 | -1.64 | 362.29 | 374.08 | 11.79 | 362,350 | 348,934 | -3.7% |

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Source: https://www.industrydocuments.ucsf.edu/docs/hlgy0004